

Message Text

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PAGE 01 SYDNEY 00792 110153Z

ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W

-----076866 110539Z /14

R 100550Z APR 78

FM AMCONSUL SYDNEY

TO SECSTATE WASHDC 8271

INF AMEMBASSY CANBERRA

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL BRISBANE

UNCLAS SYDNEY 0792

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: FOREIGN BUYER PROGRAM: NATIONAL OFFICE PRODUCTS ASSOCIATION SHOW, OCTOBER 1978

REF: STATE 086705

1. POST WOULD LIKE TO PROMOTE SUBJECT SHOW AS PART OF COMPUTER AND RELATED BUSINESS EQUIPMENT CCP CAMPAIGN.

2. REQUEST 1500 ENGLISH LANGUAGE EXHIBITION BROCHURES ASAP PLUS EXHIBITORS LIST. VTR AND ALL OTHER PROMOTIONAL MATERIAL.

3. CCP MANAGER, BASED IN SYDNEY, T. HAWLEY, WILL BE VISITING BRISBANE, PERTH, MELBOURNE AND CANBERRA IN 3RD AND 4TH QUARTER OF FY 1978 AND WOULD LIKE TO MAKE A VTR OR BROCHURE PART OF PROMOTIONAL PACKAGE. A MAILING FOR THE U.S. MARKETING CENTER FORMERLY TRADE CENTER - WILL BE MADE MAY 8 TO PROMOTE THE OFFICE EQUIPMENT SHOW AT THE USIMC JUNE 12-16. IF NOPA BROCHURES ARRIVE PRIOR TO THAT DATE A COMBINED MAILING WILL BE MADE.

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PAGE 02 SYDNEY 00792 110153Z

4. AN AGREEMENT HAS BEEN MADE WITH THE USMC TO DISTRIBUTE THE NOPA BROCHURES AND A COVER LETTER TO EACH VISITOR TO THEIR BUSINESS EQUIPMENT EXHIBITION IN JUNE. AS THE USMC AND NOPA SHOW THEMES WILL ATTRACT THE SAME AUDIENCE, THIS SHOULD BE AN EFFECTIVE METHOD OF REACHING OVER 1000 END USERS AND DISTRIBUTORS.

5. GROUP TRAVEL PACKAGES WILL BE CONSIDERED IF
RESPONSE WARRANTS.

6. AS MAILING SCHEDULED FOR MAY 8 AND TRIP TO PERTH
SCHEDULED FOR MAY 10, REQUEST NOPA EXHIBITION INFORMATION
BE SENT TO CONSULATE GENERAL, SYDNEY, ATTN: T. HAWLEY
ASAP.
DAVIS

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NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Handling Restrictions: n/a
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ISecure: 1
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Litigation History:
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Media Identifier:
Review Release Date: n/a
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Subject: FOREIGN BUYER PROGRAM: NATIONAL OFFICE PRODUCTS ASSOCIATION SHOW, OCTOBER 1978
TAGS: BEXP, AS
To: STATE CANBERRA
Type: TE
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